



## Travel Montana Administrator on Board

Betsy Baumgart of Helena has been named Administrator of the Department of Commerce Montana Promotion Division. She succeeds Matthew Cohn, who left the tourism office after nine years to become the Communications Team Leader for the Montana State Fund.

Betsy is a familiar face in Montana's tourism industry. She has been actively involved for 15 years. Betsy served on the Governor's Tourism Advisory Council (TAC) from July of 1995 to December, 2001, including a term as Chair, and her most recent post was General Manager of the Holiday Inn Express in Helena.

"Betsy brings a statewide perspective and thorough understanding of the Montana tourism industry that will prove invaluable to her in this position as well as to Montana," said Mark Simonich, Director, Montana Department of Commerce. "We feel fortunate to have someone of her experience, qualifications and enthusiasm and look forward to having her on our team."

Welcome, Betsy, to Travel Montana. We wish you all the best in your new post.

## News You Can Use

- Andrew Harper's Hideaway Report has named the Big EZ Lodge "Grand Award Winner" for the United States in the annual Hideaways of the Year competition.
- March 15 is the deadline to submit nominations for the 2002 Tourism Person of the Year and Community of the Year Awards. Nomination forms are available from Travel Montana by calling 406-444-2654 or via the Intranet site: [travelmontana.state.mt.us/conference/awards.htm](http://travelmontana.state.mt.us/conference/awards.htm).
- The new 2002/2003 Travel Planner, Vacation Guide, and the April-October 2002 Calendar of Events are ready for spring distribution. If you are interested in receiving any of these guides contact Travel Montana at 406-444-2654.

## Travel Montana Anchors Commerce Montana Promotion Division

Travel Montana and Montana Film Office marketing programs are now part of the Montana Department of Commerce's Montana Promotion Division. In addition, the division, through a separate funding mechanism, is providing marketing and promotion assistance to the Commerce Business Resources Division and the Governor's Office of Economic Opportunity. Current projects include maintaining and tracking inquiries to the Business Montana website accessed at [www.bizmt.com](http://www.bizmt.com) and answering and fulfilling requests for business recruitment packets that come over the toll free number 866-44-BIZMT. State government now has the flexibility to utilize the division's marketing and promotion expertise without duplicating those capabilities elsewhere.

## Sign Me Up

The "registration desk" for the Montana Governor's Conference on Tourism & Recreation is open and available to everyone interested in gathering in West Yellowstone, April 18-19, 2002. An electronic registration form, the conference agenda, exhibitor and sponsor opportunities and other conference details are posted on Travel Montana's Intranet site: [travelmontana.state.mt.us/conference](http://travelmontana.state.mt.us/conference). The printed conference registration brochure will be mailed in February to everyone on Travel Montana's mailing list. If you have not received a registration brochure in past years, and would like to, contact Travel Montana's Victor Bjornberg at 406-444-4366, e-mail: [victor@visitmt.com](mailto:victor@visitmt.com).

The conference's education sessions will cover a wide variety of topics which includes the latest research on Montana's visitors, group and international travel



trends, website design improvements, creating CD ROMs for promotion and fulfillment, low and no-cost marketing ideas, Montana's newest national attractions, a Lewis & Clark Bicentennial planning update, Yellowstone Park and gateway community issues, planning sessions for the 2003-2007 Strategic Plan for the Montana Tourism and Recreation Industry and more.

We'll see you in West!

## Hello, Good Luck and Thanks

Travel Montana welcomes two new members to our team. Megan Morris is learning the ropes as our Industry Programs Specialist and Bev Veneziano will assume the duties of Publications Manager. Donnie Sexton, the former Publications Manager, is now Travel Montana's full-time Photographer. Good luck to all of you in your new endeavors.

The Travel Montana staff would like to commend Pam Gosink for her hard work and dedication in the last four months as the acting administrator for Travel Montana. Pam will resume her duties as Group and Overseas Marketing Manager.

## The Heat Is On

Travel Montana's 2002 warm season advertising campaign is heating up. This year promises some exciting new elements coupled with many of our past successful marketing campaigns. The "everyday vs. the grandeur of Montana" 2001 magazine creative will again be used this year. The ads will be placed in 38 publications with a circulation of over 48 million. According to Consumer Marketing Manager Sarah Lawlor, six new publications including several that target women and parents were added to the plan. "National research tells us that women are increasingly taking on the role as the primary vacation planner in the family. They do the preliminary research and present the options to their families." Travel Montana will also place more travel directory ads. Lawlor says past experiences have proven that this type of exposure is cost-effective and generates a strong number of inquiries.

The Internet continues to be a major source of information for many of our visitors. Because of this trend, the Internet campaign will devote more dollars towards search engine placement and opt-in e-mail campaigns. The "Kid's Promotion" on montanakids.com is returning for its fourth year. Travel Montana has formed a strong partnership with Disney.com and its family site Family.com to promote this highly successful vacation giveaway. Visitmt.com also appears on all of our print and television ads and our direct mailings.

On the television front, we have produced two new commercials. In addition to the popular "Brain Probe" commercial, a new Lewis and

Clark-specific spot will be included in our cost-per-inquiry television campaign. The other creative is the timely "In Your Backyard" in-state television campaign. Six spots highlighting different areas of the state encourage Montanans to "stay home this summer and discover why we are so lucky to call Montana home."

Two new cooperative campaigns have emerged this season. A four-state Lewis and Clark partnership with Idaho, Oregon and Washington features full-page creative ads in four publications that drive readers to the new nwlewisclark.com portal website. And the successful Montana-Wyoming threeparks.com promotion has expanded to include South Dakota's Mount Rushmore, making it the new fourparks.com campaign. A full-page creative ad will be placed in seven publications.

## Film Office Wraps Up 2001

Montanans pocketed an estimated \$5 million from film projects shot in the state in 2001. After a rather slow summer, the state experienced a very busy fall production schedule. While there were no feature films produced in Montana last year, 67 other projects were shot throughout the state, including 16 national commercials and 7 national print shoots. In other film office news, Film Office Manager Sten Iversen attended the Sundance Film Festival in Park City, Utah. The Film Office sponsored a reception for the feature film, *The Slaughter Rule*. This coming of age story set in Montana premiered at the festival. The film was shot in the Great Falls area and employed a number of Montana crew and local actors.

## Round 'Em Up

Whitefish, Montana will host the Rocky Mountain International (RMI) Round Up, April 25-27, 2002. Tour operators from the United Kingdom, Germany, France, Belgium, Netherlands and Italy, as well as several United States tour receptive operators will be looking for year-round tourism products. The Whitefish area will host a number of familiarization tours on April 25 and the marketplaces will be held April 26 and 27. Space is limited to 60 suppliers per marketplace. Registration is \$425 through March 15. This fee will increase to \$480 after the March deadline. For more information contact Overseas Marketing Manager Pam Gosink at 406-444-2654 or pam@visitmt.com.

*Alternative accessible formats of this document will be provided to disabled persons on request.*

## Calendar of Events

### February

- 21-25 Winter in Paradise Media Tour, Yellowstone Country
- 22-25 Educational Travel Conference in Los Angeles
- 18-3/1 BIT trade show in Milan; sales training in Brussels, Amsterdam, Antwerp, Paris

### March

- 10-21 Sales training in Manchester, UK and ITB trade show in Berlin.
- 15 Deadline for Tourism Award nominations

*For all of the latest Montana tourism industry information log on to Travel Montana's Intranet site:*  
**travelmontana.state.mt.us.**



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